

SECRET

31 May 1968

NOTE FOR: Mr. Coffey

Following some question about recruitment advertising in 1965, Mr. Bannerman wrote the attached memo to the Directors of Personnel and Security setting up a committee to consider CIA-identified advertising. He also required that proposals for such advertisements be submitted to the Executive Director-Comptroller through DD/S.

Bob Wattles, chairman; [redacted]
[redacted] constitute the recruitment advertising committee. Other interested parties are included in committee meetings.

I have found nothing in writing about the approval procedures for recruitment advertising which does not identify the Agency. As best several of us can recall, a question arose about approval of such advertising about a year or two ago. At that time Col. White instructed [redacted] orally to submit all advertising, identified and non-identified, to him for approval. As a result of this instruction, Personnel treats all advertising alike; that is, all go to the committee for recommendation to the Executive Director-Comptroller through DD/S.

Recommend your signature.

VRT

D/Pear memo rewritten to

State that Personnel endorses proposed ad.

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DD/S 65-4928

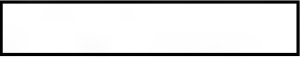
19 OCT 1965

MEMORANDUM FOR: Director of Personnel
Acting Director of Security

SUBJECT : Advertisements for Recruitment Purposes

1. Please take the necessary action with the Assistant to the Director to establish a committee to consider CIA-identified advertising for recruitment purposes. The committee should provide controls and arrange for coordination on proposals to advertise, which will be submitted through the Deputy Director for Support to the Executive Director-Comptroller for approval.

2. Apparently previous approvals to permit CIA identification in connection with advertisement for recruitment have been construed as establishing a precedent and policy, and subsequent proposals were submitted on the premise that approval already existed. I believe that any public advertising for employment within CIA should be used only to meet critical recruitment problems after all other methods of recruitment have proved inadequate and that each case should be determined on its own merits.


R. L. Bannerman
Deputy Director
for Support

DD/S:RLB:jrf

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